



*State of West Virginia*  
*Jim Justice*  
*Governor*

H. Wood Thrasher, Cabinet Secretary  
DEPARTMENT OF COMMERCE  
January 16, 2018

www.wvcommerce.org  
(304) 558-2234

Rebecca L. Stepto  
Executive Director  
West Virginia Ethics Commission  
210 Brooks Street, Suite. 300  
Charleston, WV 25301

RE: Request for exemption from prohibition against interests in a public contract

Dear Ms. Stepto:

Please accept this letter as a formal request on behalf of the West Virginia Tourism Office<sup>1</sup> ("WVTO") to receive an exemption from the prohibition against interests in public contracts pursuant to West Virginia Code § 6B-2-5(d)(4). Specifically, the WVTO seeks an exemption from the West Virginia Ethics Act to allow The Greenbrier in White Sulphur Springs, WV to purchase advertising in the newly-created cooperative advertising program. As more fully set forth below, the WVTO believes that the prohibition in this context substantially interferes with the agency's core mission, creates an undue burden, and results in excessive cost to the taxpayer.

The WVTO's mission is to help build and promote a world-class tourism destination that provides jobs, stimulates investment, grows existing businesses, and promotes a positive image of West Virginia as a place to visit, go to college, live, work, and retire. As part of its mission, the WVTO is mandated to develop and implement a comprehensive tourism advertising, promotion and development strategy for West Virginia, including the requirement to "leverage funding from sources other than the state." W. Va. § Code 5B-21-4(a). To achieve this mandate, the director of the WVTO is directed to administer a cooperative advertising program<sup>2</sup> ("CAP"). See W. Va. Code § 5B-21-4(a)(4) (directing the

<sup>1</sup> During the 2017 regular legislative session, the legislature enacted SB 535, which reorganized the West Virginia Division of Tourism and continued it as the West Virginia Tourism Office.

<sup>2</sup> As part of the new strategy to improve tourism promotion in the West Virginia, SB 535, among other things, eliminated the Direct Advertising Grants Program (commonly referred to as "MAPP" – See 144 CSR 1 (inactive); W. Va. Code 5B-2-8 & 9 (repealed)) and created the cooperative advertising program.

executive director of the WVTO to create a "cooperative advertising program to facilitate and allow participation in the West Virginia Tourism Office's advertising and marketing campaigns and activities. ...").

The WVTO designed and implemented the new program during the past six months. Under CAP, non-state entities can purchase and partner with the state's tourism funding and branding to promote their individual destinations, attractions and events through a mix of regional and local advertising opportunities. The program provides a dollar-for-dollar match and offers a variety of investment tiers. The goals of CAP<sup>3</sup> are to increase awareness of the West Virginia brand, products and partners; create a positive shift in travelers' attitudes and perceptions towards West Virginia; provide measurable advertising outcomes for every dollar spent; and leverage state resources and partner budgets to maximize industry's overall economic impact for West Virginia.

The Greenbrier is critical to CAP's success because it is one of West Virginia's strongest and best-funded tourism assets. The exemption would allow The Greenbrier to purchase<sup>4</sup> advertising as part of a statewide advertising cooperative. However, because of the prohibition against interests in public contracts, one of the state's premier destinations will be excluded from the WVTO's centralized advertising campaign. Moreover, the WVTO's ability to leverage funding from source's other than the state is reduced. This prohibition therefore substantially interferes with the agency's statutory duties.

Unlike past programs, where the WVTO subsidized advertising for industry partners, CAP requires partners to buy into the state's centralized advertising campaign. Under this new program, no money is given to the partners; rather, the partners provide advertising to the state to supplement its overall marketing budget. This framework is fundamentally different as it requires all advertising to align with the state's branding strategy. In addition, the WVTO's "call to actions"<sup>5</sup> will direct consumers to the WVTO's website instead of the private company's web site.

Furthermore, if the Greenbrier is excluded from CAP, the WVTO will not be able to showcase one of our premier attractions with the highest likelihood to attract a higher-spending demographic. Attracting a high-spending demographic was identified as a key growth opportunity the state's economy

<sup>3</sup> More information on CAP is available at <https://gotowv.com/industry-information/cooperative-advertising-program/>.

<sup>4</sup> This activity may be no different than similar activities which enable an applicant to perform a core business function while remaining subject to oversight from the issuing state entity, such as the purchase of an alcohol and beverage license from the West Virginia Alcohol Beverage Control Administration or a casino license from the West Virginia Lottery Commission.

<sup>5</sup> "Call-to-Action" is a term of art in advertising which refers to a piece of content intended to induce a viewer, reader, or listener to perform a specific act, such as "buy now" or "click here".



in the recent WV Forward<sup>6</sup> study and is a key priority in the WVTO's new advertising campaign. Limiting CAD in this manner further interferes with the WVTO's mission to create more opportunities for the state.

Tourism advertising is important because it results in an 8:1 return on investment in state and local tax revenues<sup>7</sup>. Research also shows that the more out-of-state visitors who vacation in a state, the more positive image the entire state receives<sup>8</sup>. This positive association changes the overall perception of West Virginia which helps bring more tourists, retirees, and new business opportunities to West Virginia.

To increase the return on investment, and increase competitiveness, the WVTO must increase its advertising revenues without causing an excessive cost to an already overburdened budget. The WVTO can overcome unnecessary costs by maximizing the dollar-for-dollar match under CAP. The Greenbrier is a key partner for this purpose. Without matching dollars from the Greenbrier, the WVTO will be forced to make smaller advertising buys, thus limiting the ability to compete with neighboring states for tourism opportunities.

For the reasons articulated above, the WVTO respectfully requests that the West Virginia Ethics Commission grant an exemption pursuant to West Virginia Code § 6B-2-5(d)(4) from the prohibition against interests in public contracts and allow The Greenbrier to buy into CAP. The CAP began January 1, 2018, and will run through December 31, 2018. The cooperative advertising purchases for the spring/summer are pending and will be finalized soon. Therefore, the WVTO further requests that this matter be considered at the next regularly-scheduled commission meeting.

Your attention and efforts are greatly appreciated.

Very truly yours,



Joshua L. Jarrell  
Deputy Cabinet Secretary/General Counsel

<sup>6</sup> West Virginia Forward is a collaboration among the West Virginia Department of Commerce which includes the WVTO, West Virginia University, and Marshall University to identify short-term, larger-scale projects that will boost West Virginia's economic development efforts. The collaboration was supported by analysis from McKinsey & Company, which was focused on how West Virginia's assets may be aligned with trending business sectors to provide potential avenues for job growth and economic stability. McKinsey & Company is a global management consulting firm that serves leading businesses, governments, non-governmental organizations, and not-for-profits. McKinsey & Company identified the type of demographic that the WVTO needs to attract to the state to best serve its mission. See pages 18-22 at for more information on WV Forward: <https://wvforward.wvu.edu/files/d/e4a11f26-158d-4a91-92f3-563bfd66b1d7/west-virginia-forward-summary-of-findings.pdf>

<sup>7</sup> See Longwoods International, 2016 West Virginia Image and Advertising Accountability Research, slide 122 (<https://gotowv.com/wp-content/uploads/2018/01/WV-FY-2016-IMAGE-ROI-FINAL-1-2018.pdf>).

<sup>8</sup> See *Id.* at slides 125-133.



## **Contract Exemption 2018-02**

Issued on February 1, 2018, by

**The West Virginia Ethics Commission**

### **Opinion Sought**

The **West Virginia Tourism Office** requests a Contract Exemption to sell advertising space and membership in West Virginia's Cooperative Advertising Program to The Greenbrier.

### **Facts Relied Upon by the Commission**

The West Virginia Tourism Office ("Tourism Office" or "Office") is statutorily charged with "develop[ing] and implement[ing] a comprehensive tourism advertising, promotion and development strategy for West Virginia." W. Va. Code § 5B-2I-4. The executive director of the Office is specifically directed to administer a "cooperative advertising program ["CAP"] to facilitate and allow participation in the West Virginia Tourism Office's advertising and marketing campaigns and activities ...." W. Va. Code § 5B-2I-4(a)(4).

The Tourism Office states that its mission is to promote a "world-class tourism destination that provides jobs, stimulates investment, grows existing businesses, and promotes a positive image of West Virginia as a place to visit, go to college, live, work, and retire."

The Office's cooperative advertising program allows private businesses and other participants to buy into the state's centralized advertising campaign.<sup>1</sup> The program creates a unified advertising campaign. The state has committed \$1.8 million to this program. *Id.* The program provides a "dollar-for-dollar" match to its participants, and it offers a variety of investment tiers that range in cost from \$250 to \$50,000. *Id.* Each tier package provides greater marketing exposure for participants. For example, the \$50,000 package includes featuring a participant on the Tourism Office's website homepage and a 15-30 second video clip on the program's social media. *Id.* The Greenbrier is expected to purchase the highest tier and therefore contribute \$50,000 to West Virginia's overall advertising campaign.

### **Provisions Relied Upon by the Commission**

W. Va. Code § 6B-2-5(d)(1) states, in relevant part:

[N]o elected or appointed public official or public employee or member of his or her immediate family or business with which he or she is associated may be a party to or have an interest in the profits or benefits of a contract

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<sup>1</sup> <https://gotowv.com/wp-content/uploads/2017/10/govcon-handout-41.pdf>



which the official or employee may have direct authority to enter into, or over which he or she may have control ....

W. Va. Code § 6B-2-5(d)(4) states, in relevant part:

Where the provisions of subdivisions (1) and (2) of this subsection would result in the loss of a quorum in a public body or agency, in excessive cost, undue hardship, or other substantial interference with the operation of a state, county, municipality, county school board or other governmental agency, the affected governmental body or agency may make written application to the Ethics Commission for an exemption from subdivisions (1) and (2) of this subsection.

W. Va. Code R. § 158-8-4 states, in relevant part:

Public officials or public employees or members of their immediate family are considered to be "associated" with a business if they or their immediate family member are a director, officer or holder of stock which constitutes five percent or more of the total outstanding stocks of any class.

### **Advisory Opinion**

The Ethics Act prohibits a public official or member of the official's immediate family or business with which the official is associated from being a party to or having an interest in the profits or benefits of a public contract over which the official has direct authority or control unless the governing body seeks, and receives, an exemption to contract with the public official. W. Va. Code § 6B-2-5(d).

The Greenbrier would buy into the advertising program and therefore be a party to a contract with the Tourism Office. The Greenbrier constitutes a business with which the Governor of West Virginia is associated for purposes of W. Va. Code § 6B-2-5(d) due to the Governor owning more than five percent of The Greenbrier's total outstanding stock. W. Va. Code R. § 158-8-4. The Governor has a financial interest in The Greenbrier's contracts. A financial interest in a public contract alone, however, is not enough to trigger the prohibition in W. Va. Code § 6B-2-5(d)(1).

A public official must also have either direct authority or control over the public contract in which the official has a financial interest. In this case, the Governor is the chief executive officer of the State of West Virginia and directly appoints the executive director of the Tourism Office, who serves at the will and pleasure of the Governor. W. Va. Const. Art. 7 § 5; W. Va. Code § 5B-2I-3(b). The salary of the executive director is set by the Governor. *Id.* Furthermore, the Cabinet Secretary of the Department of Commerce, the Department under which the Tourism Office is organized, is appointed by and serves at the will and pleasure of the Governor. W. Va. Code § 5B-1-1(a). The Commission accordingly finds that the Governor has sufficient control over the public contracts of the Office with The Greenbrier for purposes of W. Va. Code § 6B-2-5(d)(1).

Therefore, W. Va. Code § 6B-2-5(d)(1) prohibits the Tourism Office from selling advertising in the state's cooperative advertising program to The Greenbrier unless it receives a Contract Exemption.

#### **Excessive Cost, Undue Hardship or Other Substantial Interference**

The Commission may grant an affected governmental body an exemption from the prohibition in W. Va. Code § 6B-2-5(d)(1) when it would result in excessive cost, undue hardship or other substantial interference with the operation of the governmental body. W. Va. Code § 6B-2-5(d)(4).

The Tourism Office states, "The Greenbrier is critical to the CAP's success because it is one of West Virginia's strongest and best-funded tourism assets." The Tourism Office additionally states that The Greenbrier is one of the state's premier destinations "with the highest likelihood to attract a higher-spending demographic." The Office cites several recent studies that indicate that a higher spending demographic is key to the state's advertising campaign.

The Office states that it needs the matching dollars from The Greenbrier to make larger advertising buys and better compete with neighboring states for tourism. Further the Tourism Office states that it needs to include The Greenbrier in its advertising to avoid excessive cost to the Office, which already has an "overburdened budget."

The Commission defers to the Tourism Office's determination that including The Greenbrier in its advertising cooperative is key to promoting West Virginia and achieving its mission. See Advisory Opinion 95-28 ("The determination of whether [an] activity will actually benefit the state by promoting tourism and economic development is an issue for the [agency] to resolve.").

**The Ethics Commission finds that denial of the Contract Exemption would result in undue hardship and excessive cost to the West Virginia Tourism Office, and hereby grants the Tourism Office a Contract Exemption to allow it to include The Greenbrier in West Virginia's Cooperative Advertising Program.**

*The Ethics Commission notes that exemptions must be granted on a case-by-case basis. Therefore, this Contract Exemption is limited to the facts and circumstances of this particular case, and may not be relied upon as precedent by other persons or entities.*

  
Robert J. Wolfe, Chairperson  
West Virginia Ethics Commission



**Invoice #:** 1113182163  
**Date:** November 13, 2018  
**Due by:** November 13, 2018

**To**  
The Greenbrier.  
300 W. Main Street  
White Sulphur Springs, West Virginia Greenbrier County 24986

**Payment Method**

Check / Online Bank Transfer

Item	Qty	Unit Price	Line Total
Out-of-State Television Co-op - 6-week Out-of-State TV Flight, Washington, DC	1	\$39550.00	\$39550.00
TripAdvisor - Trip Advisor Display Banners - Tier 3	1	\$10000.00	\$10000.00
<b>Sub Total:</b>			<b>\$49550.00</b>
<b>Total Amount:</b>			<b>\$49550.00</b>

**Note**

N/A

1900 Kanawha Boulevard, East, Charleston, WV 25305  
Phone (304) 558-2200 | [www.gotowv.com](http://www.gotowv.com)



West Virginia Tourism Office | (304) 558-2200 | wvtourism.com  
1900 Kanawha Boulevard, East, Charleston, West Virginia 25305

March 15, 2019

Ms. Stephanie Lynch  
The Greenbrier Resort  
101 Main Street, West  
White Sulphur Springs, West Virginia 24986

Dear Ms. Lynch:

I hope this letter finds you well. I'm reaching out regarding your previous Cooperative Advertising Program television buy from spring/summer 2018. Costs for your buy came in lower than the prices listed in the co-op portal, and we're issuing a credit to your account.

Our media buyer estimated broadcast prices for the portal using a cost-per-point model, but the actual costs came slightly lower based on market demand. We're passing that savings along to our partners and crediting your account \$333.00.

This credit can be used toward any future co-op purchase. Alternatively, if you have an unpaid invoice, we can issue a new one reflecting the credit, so you can utilize the savings now. If you would like a new invoice, please reach out to the program coordinator, Alex Dudich, at [Alexandria.V.Dudich@wv.gov](mailto:Alexandria.V.Dudich@wv.gov).

I appreciate your partnership and support of the cooperative advertising program, and I look forward to working together in the future.

Sincerely,

A handwritten signature in cursive script that reads "Chelsea A. Ruby".

Chelsea A. Ruby  
Tourism Commissioner

CC: Alex Dudich, Cooperative Advertising Program Coordinator



West Virginia Tourism Office | (304) 558-2200 | WVtourism.com  
1900 Kanawha Boulevard, East, Charleston, West Virginia 25305

December 14, 2018

Ms. Stephanie Lynch  
The Greenbrier Resort  
101 Main Street, West  
White Sulphur Springs, West Virginia 24986

Dear Ms. Lynch:

Thank you for your participation in the first year of the West Virginia Tourism Office's new Cooperative Advertising Program. Enclosed you will find results and reporting from both the state brand advertising campaign and partner cooperative advertising.

The cooperative advertising program has for the first time given West Virginia's diverse attractions and tourism-related businesses a unified voice in the travel marketplace. We're seeing new collaboration among partners to showcase regions, industries, attractions and events. Furthermore, we've been able to provide a greater than one-to-one match for every partner dollar spent on advertising under the umbrella of this new program.

For the spring/summer season, partners contributed more than \$630,000 in private dollars to which the Tourism Office matched by \$717,001 in state funds, including media placements and creative costs, allowing us to leverage an entire cooperative advertising buy of more than \$1.3 million in market from April to August. This is truly incredible, and the overall results show that our advertising is working.

As we head into the program's second year, we listened to the feedback from Governor's Conference and reviewed and made necessary changes. All your suggestions help make this program the best it can be. I hope everyone will take great pride in the work we've accomplished together so far.

In addition to your results, enclosed you will also find your invoice for the spring/summer season. Invoices are due in 30 days.

I want to sincerely thank you for joining in on this effort. We're stronger as a state when we work together. It's been a pleasure working with you on your co-op, and we look forward to continue working with you in the co-op program for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Chelsea".

Chelsea A. Ruby  
Tourism Commissioner

cc: Alex Dudich, Cooperative Advertising Program Coordinator  
Anna Plantz, Director of Partner Programs

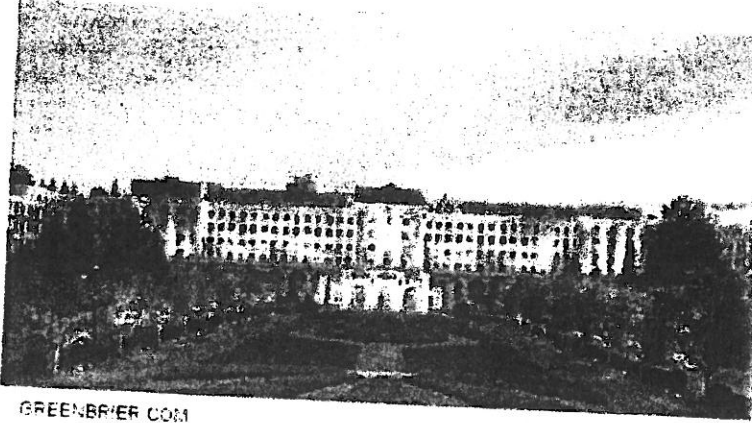
Enclosure: Partner analytics report  
Media fulfillment report  
Media impressions report  
Invoice



## Bonus Facebook ad

West Virginia Tourism · Tue 2:55 PM · Like Page


This package is the perfect reason to visit America's Resort. With more than 55 activities on our 11,000-acre playground, you need four full days to enjoy your one-of-a-kind Greenbrier escape. From relaxing in our world-renowned mineral spa to driving off-road on steep mountain roads, you're sure to create memories that will last a lifetime.




GREENBRIER.COM  
**4 for 3 Night Special**  
America's Resort since 1776

## Featured on Homepage


**FEATURED PARTNERS**




THE GREENBRIER



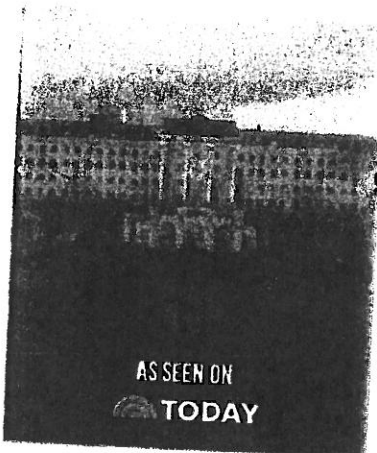
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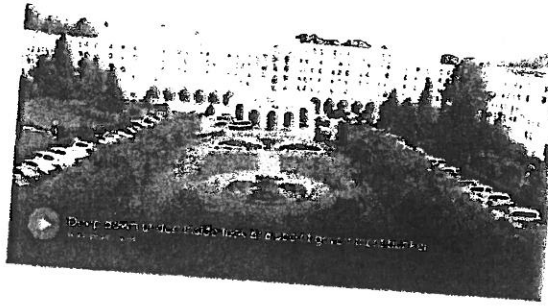


ACE ADVENTURE RESORT

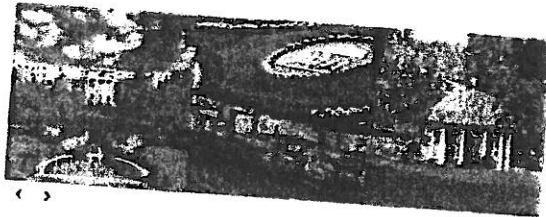


ADVENTURES ON THE GORGE





PHOTOS



FIND US

Map

FEATURED STORIES



Have you been to the secret bunker? The Greensboro Theatre show has been...



These 20 places are West Virginia. They are...



These 27 places know everything about West Virginia. They are...



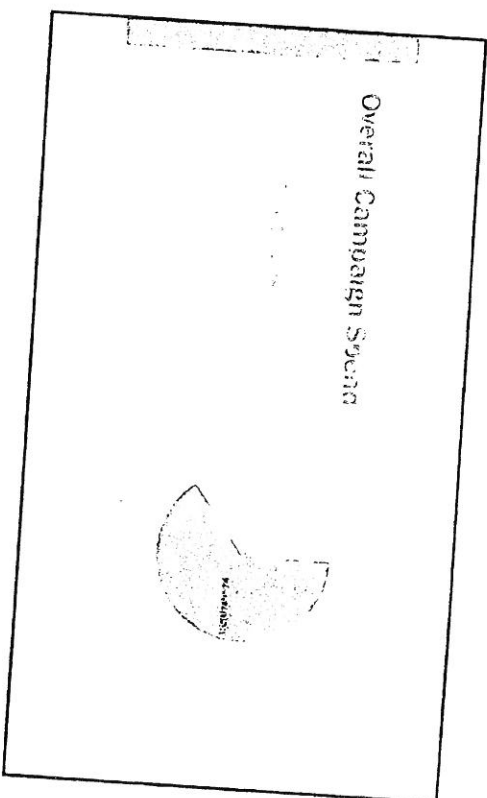
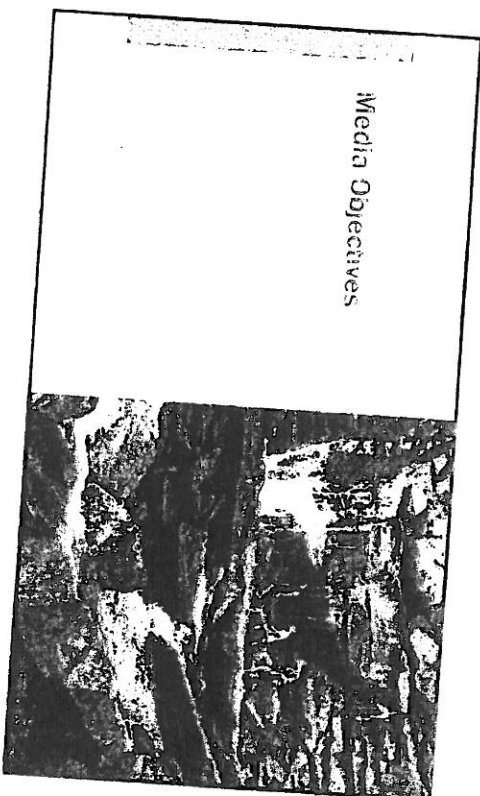
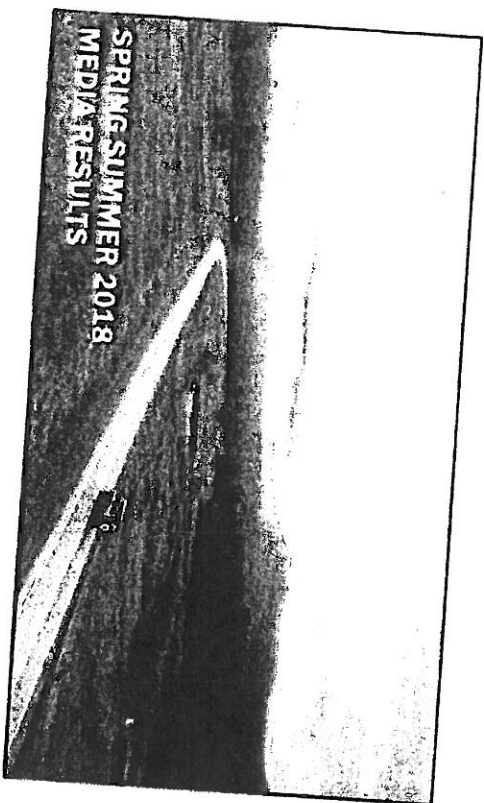
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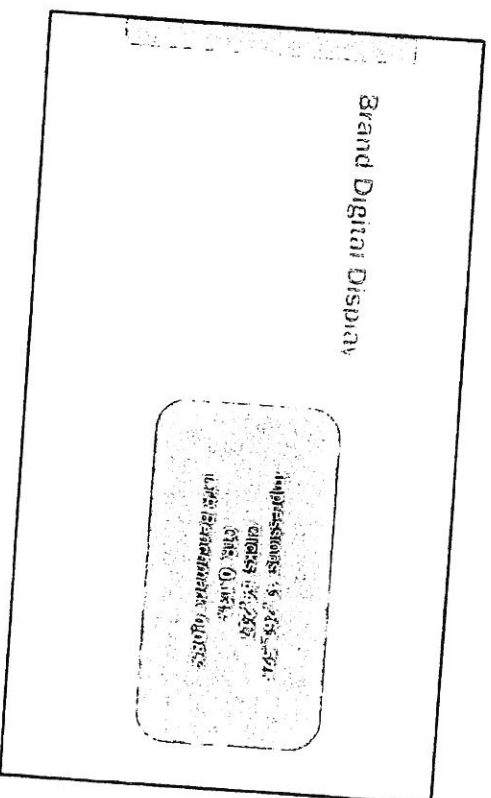
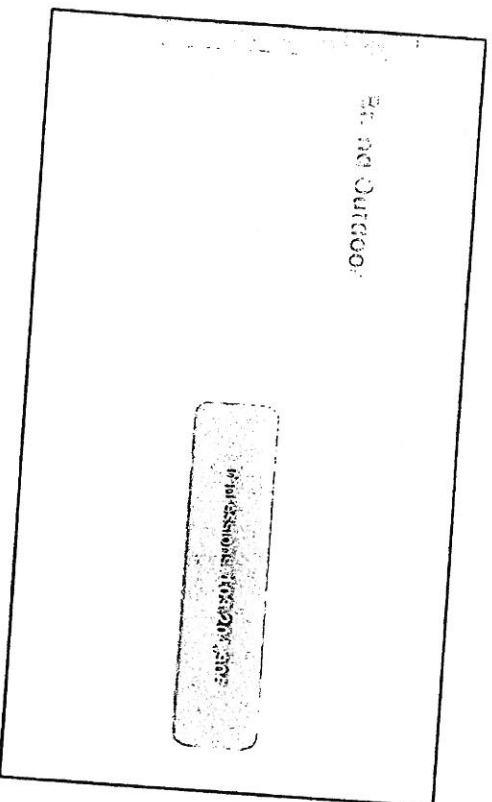
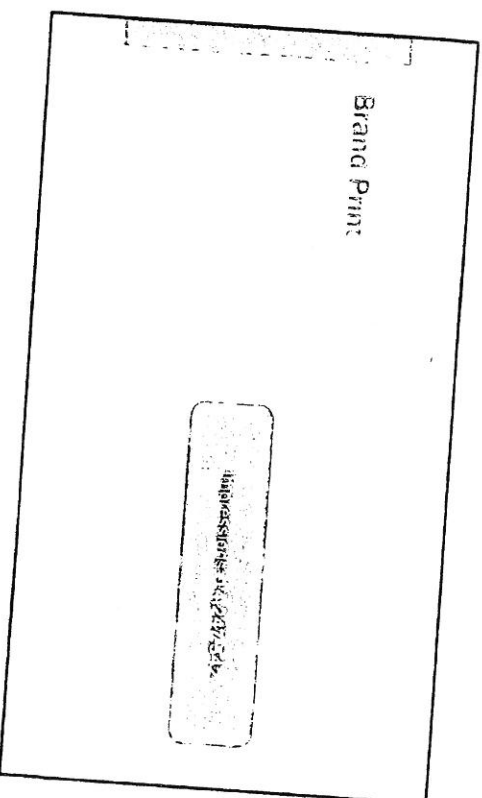
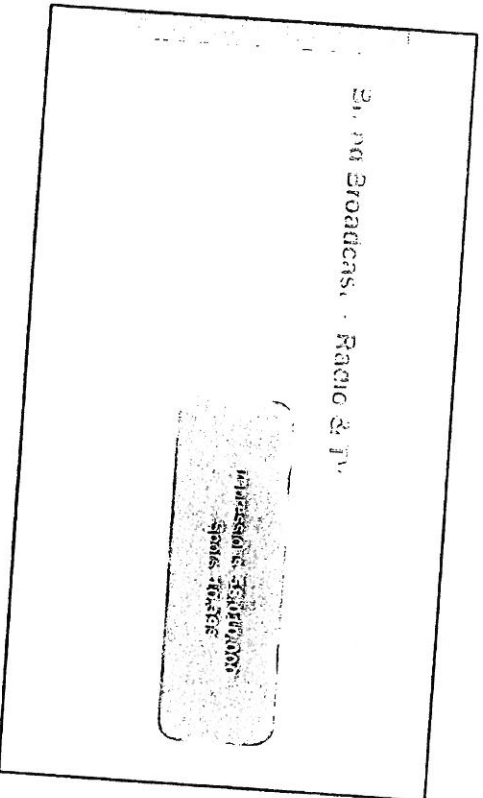
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# Cooperative Advertising Program

Partner Media Impression Report

		*METRIC		**OUR BENCHMARKS	
		Impressions	Clicks	Digital Display	0.08%
		Clicks	CTR	Paid Social	0.90%
		Clickthrough Rate	Digital	Paid Search	2.20%
		TV & Radio only	TV & Radio only		
Row Labels					
The Greenbrier					
Digital					
TV					
The Greenbrier Total					
		Vendor		Opportunity	
		TripAdvisor (multiple)		Display Banners - Tier 3 Washington DC	
		Sum of Spend	Sum of Impressions*	Sum of Clicks*	Average of CTR**
		\$10,000.00	1,140,651	3,659	0.32%
		\$39,550.00	3,078,000		
		\$49,550.00	4,218,651	3,659	0.32%
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UN POSITIVE TRAFFIC & TRAVEL GUIDE REQUESTS

VISITATION AND SPENDING

TRAFFIC FROM TARGET MARKETS

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A high-contrast, black and white photograph of a snowy forest path. The path is covered in snow and leads into a dense forest of tall, thin trees. The lighting is dramatic, with bright highlights on the snow and deep shadows in the trees. The text "THANKS FOR A GREAT SEASON" is printed in a bold, sans-serif font in the upper left corner of the image.

5

# WILD, WONDERFUL WEST VIRGINIA

February 22, 2018

Ms. Stephanie Lynch  
The Greenbrier  
300 W. Main Street  
White Sulphur Springs, West Virginia 24986

Dear Ms. Lynch,

My name is Alex Dudich, and I'm the new Cooperative Advertising Coordinator for the West Virginia Tourism Office. I'm working with Director of Partner Programs, Anna Plantz, on program logistics moving forward. On behalf of the team at the Tourism Office, thank you for your participation and support of the new program.

I'm pleased to share that the following requests have been approved for Spring/Summer 2018:

- Trip Advisor Display Banners – Tier 3

The following requests are pending approval. These media placements require a minimum number of partners to buy in, and those minimums have not been met. We are evaluating options with the media vendor and will get back to you in a couple weeks.

- 6-Week Out-of-State TV Flight, Washington, DC

The following requests have been approved for Fall 2018:

- Southern Living, Full Page

I will send an electronic copy of our terms and conditions agreement with more information on when to return a signed copy. All program participants must have a signed agreement on file. As soon as we receive your signed agreement, I will send detailed instructions on how to upload your creative assets in the Co-Op Portal, as well as information on your marketing bonuses. In the meantime, if you have any questions, please do not hesitate to reach out to me.

I'm excited to be a part of the team and look forward to working with you!

Sincerely,

Alex Dudich  
Cooperative Advertising Program Coordinator  
(304)-957-9335  
Alexandria.V.Dudich@wv.gov

# WILD, WONDERFUL WEST VIRGINIA

February 22, 2018

Ms. Stephanie Lynch  
The Greenbrier  
300 W. Main Street  
White Sulphur Springs, West Virginia 24986

Dear Ms. Lynch,

My name is Alex Dudich, and I'm the new Cooperative Advertising Coordinator for the West Virginia Tourism Office. I'm working with Director of Partner Programs, Anna Plantz, on program logistics moving forward. On behalf of the team at the Tourism Office, thank you for your participation and support of the new program.

I'm pleased to share that the following requests have been approved for Spring/Summer 2018:

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I will send an electronic copy of our terms and conditions agreement with more information on when to return a signed copy. All program participants must have a signed agreement on file. As soon as we receive your signed agreement, I will send detailed instructions on how to upload your creative assets in the Co-Op Portal, as well as information on your marketing bonuses. In the meantime, if you have any questions, please do not hesitate to reach out to me.

I'm excited to be a part of the team and look forward to working with you!

Sincerely,

Alex Dudich  
Cooperative Advertising Program Coordinator  
(304)-957-9335  
Alexandria.V.Dudich@wv.gov



West Virginia Tourism Office | (304) 558-2200 | [wvtourism.com](http://wvtourism.com)  
1900 Kanawha Boulevard, East, Charleston, West Virginia 25305

December 20, 2018

Stephanie Lynch  
The Greenbrier  
101 Main Street, West  
White Sulphur Springs, West Virginia 24986

Dear Ms. Lynch:

Thank you for participating in the Spring/Summer 2019 season of the West Virginia Tourism Office's cooperative advertising program. We had great success in the first year of the program, and we're grateful for your support and participation, in year two.

I'm pleased to share that the following requests have been approved for Spring/Summer 2019:

- Out-of-State Television, Washington DC, 5/13 - 6/2
- Southern Living, full page, July

Enclosed, you'll find a terms and conditions agreement for the program. Please review, sign, and return a paper copy by January 31, 2019. Signed agreements can be mailed directly to the West Virginia Tourism Office, Attn: Alex Dudich, Suite 100, Building 3, State Capitol Complex, 1900 Kanawha Boulevard, East, Charleston, WV 25305. All program participants must have a signed agreement on file.

In the coming weeks, I will be reaching out to collect assets for the creative, all of which should be uploaded into the co-op portal at [www.coop.wvtourism.com/login](http://www.coop.wvtourism.com/login). If you have trouble logging in or can't remember your password, please email [FTPPortal.Support@foxtrotcontent.com](mailto:FTPPortal.Support@foxtrotcontent.com), or let me know and I will be happy to assist you.

We will send the invoice along with the results of your co-op at the end of the season. In the meantime, if you have any questions, please do not hesitate to let me know.

I look forward to working with you!

Sincerely,

Alex Dudich  
Cooperative Advertising Program Coordinator  
(304) 957-9209  
[Alexandria.V.Dudich@wv.gov](mailto:Alexandria.V.Dudich@wv.gov)

## II. PLACEMENT OF ADVERTISING

The Tourism Office shall place the advertising created in coordination with the Applicant, according to Section IV of the Agreement, in the media property(s) requested by the Applicant, pursuant to Section III of the Agreement, under the Cooperative Advertising Program. To have advertising placed by the Tourism Office under the Cooperative Advertising Program, the undersigned Applicant agrees to all of the terms and conditions contained in this Agreement.

## III. ADVERTISING REQUESTS & PLACEMENTS

- A. The Tourism Office will decide all advertising opportunities and placements. Applicants may recommend and suggest opportunities and markets for consideration; however, applicants may not procure advertising opportunities for program inclusion.
- B. All co-ops are solely for tourism-related advertising and may only advertise and promote public locations, attractions and events. The Tourism Office will provide final approval of all co-op media plans and creative.
- C. All cooperative advertising requests made through the co-op portal are binding requests. There shall be no changes in the request after the buy is approved.
- D. For each advertising placement requested by the Applicant under this Agreement, the Applicant shall provide proper materials according to Tourism Office instructions and follow the below program rules of participation.
- E. Upon notification that the requested advertisement has been approved, the Applicant shall promptly **provide the information required in this document to the Tourism Office**. All assets are to be uploaded directly into the Tourism Office co-op portal.
- F. If materials are late or applicants fail to submit required materials, applicants are at risk of not being included in the co-op and will be charged the full price for their requested placements.
- G. The Tourism Office reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's efforts to promote tourism.
- H. The Tourism Office reserves the right to determine the acceptability of advertising to ensure that it does not portray the State of West Virginia, or foreseeably lead to the portrayal of the State of West Virginia in a derogatory or negative manner.
- I. The Tourism Office reserves the right to exclude participants whose product does not comport with or further the goals, objects and target markets of the Cooperative Advertising Program.
- J. The information provided by the Applicant pursuant to this section of the Agreement is the only direction considered to be given by the Applicant to the Tourism Office for placement of advertising under this Agreement and that information is made part of this Agreement.
- K. The Tourism Office does not guarantee a certain outcome or result to participants in the program.

## IV. PROGRAM RULES OF PARTICIPATION

- A. The Tourism Office's web address will be the singular call-to-action and landing page for all ad partnerships, unless otherwise noted.
- B. To qualify for the state's match, the Tourism Office's brand identity, creative strategy and hashtag (#AlmostHeaven) must be utilized and maintained throughout the partnership. All participants include every individual member of a multi-partner group. Creative costs will be covered by the Tourism Office. Creative messages by partners must adhere to and complement the Tourism Office's creative strategy and brand.
- C. Throughout the duration of co-op ad buys, partner(s) must use the Tourism Office's hashtag (#AlmostHeaven) in all social promotion activities to promote a unified brand message for the State of West Virginia.
- D. The Tourism Office will ensure that each participating group has a dedicated landing page and each participating single partner has an enhanced listing on the Tourism Office's website.
- E. Partners will be asked to provide information on deals, packages, itineraries, events and attractions to the Tourism Office for web, social media and public relations use. In addition, partners may be asked to provide giveaways for relevant promotions.
- F. The Tourism Office will track and report all web activity for dedicated partner pages or group partnership pages on the Tourism Office's website. These analytics will be provided to participating partners monthly.



## VIII. APPLICANT INFORMATION

The Applicant agrees that the information contained in this section of the Agreement related to the Applicant was accurate when originally provided. The Applicant acknowledges that there is an ongoing duty to supplement this information. Therefore, the Applicant must also supplement this information if, at the time that an advertising request is made, there are material changes.

### Applicant

All program applicants should complete this section. All members of multi-partner groups should complete this application individually.

COMPANY NAME		CONTACT NAME	
COMPANY ADDRESS		CONTACT TITLE	
		PHONE	
		EMAIL	
COMPANY PHONE		WEBSITE	

### Creative Agency

If applicant or group will work with a creative services agency, i.e. an advertising agency of record, please provide contact information here. If applicant will not work with a creative agency for this program, skip this section.

AGENCY NAME		CONTACT NAME	
AGENCY ADDRESS		CONTACT TITLE	
		PHONE	
		EMAIL	

### Multi-Partner Groups

If you are a member of a multi-partner group, please list all group members and a contact for each below. Please also indicate what share of the partner costs each participant will contribute.

COMPANY	CONTACT	SHARE OF COSTS
		100%



## Co-Op Advertising Program

### Participation Agreement

The West Virginia Tourism Office Co-Op Advertising Program provides partners with the opportunity to leverage state resources and brand identity for the advertising of individual destinations, attractions, and events. Any advertising material generated, placed and disseminated through the program, including duly licensed audio recordings, remains the property of the West Virginia Tourism Office and may not be used without its express written permission.

The goals of this program are to:

- Increase awareness of the West Virginia brand, products and partners;
- Create a positive shift in visitors' and travelers' attitudes and perceptions;
- Provide measurable advertising outcomes for every dollar spent; and
- Leverage state resources and partner budgets to maximize the industry's overall economic effects.

The West Virginia Tourism Office does not warrant or guarantee that program participants will attain a particular result or benefit from participation in the Co-Op Advertising Program.

In consideration of the foregoing, (the Applicant) and the West Virginia Tourism Office ("Tourism Office", "we", "us") agree as follows.

### I. PROGRAM PARTICIPANTS

- A. Requests must include at least one of the identified participants. Other partners, such as hotels, motels and restaurants, may partner with one of the following participants, but may not apply on their own.
1. Destination Marketing Organizations (regions or areas containing three or more attractions)
  2. Tourism-Related Businesses, Attractions & Events, which include:
    - a. Cultural/historic sites
      - i. Fairs & festivals
      - ii. Museums
    - b. Entertainment establishments
      - i. Casinos
      - ii. Performing arts centers
      - iii. Sporting organizations & venues
      - iv. Vineyards/wineries
      - v. Craft breweries
      - vi. Distilleries
    - c. Scenic or natural areas
    - d. Theme or amusement parks
    - e. Zoos, aquariums, wild animal parks
    - f. Destination lodging
      - i. Campgrounds
      - ii. Bed & Breakfasts
      - iii. Vacation rentals
      - iv. Resorts
    - g. Destination entity/organization that provides recreational activities, including but not limited to, whitewater rafting, skiing and snow activities, mountain biking, hunting and fishing.
    - h. Destination shopping
  3. Government Partners
- B. The partnership(s) must be strategically applicable to the Tourism Office's 2018 goals, objectives and target markets.
- C. Partnerships can include individual destination marketing organizations or coalitions of regional, industrial, or activity-based groups. Preference will be given to groups of partners that come together to advertise as a destination.
- D. Each partner or group of partners should identify one representative to serve as the main point of contact throughout the advertising process. If working with a group, the point of contact will be responsible for sharing creative proofs, notifying partners of their contributions toward the final invoice, and passing along final campaign results and tracking information with all other parties.

## II. PLACEMENT OF ADVERTISING

The Tourism Office shall place the advertising created in coordination with the Applicant, according to Section IV of the Agreement, in the media property(s) requested by the Applicant, pursuant to Section III of the Agreement, under the Cooperative Advertising Program. To have advertising placed by the Tourism Office under the Cooperative Advertising Program, the undersigned Applicant agrees to all of the terms and conditions contained in this Agreement.

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- D. For each advertising placement requested by the Applicant under this Agreement, the Applicant shall provide proper materials according to Tourism Office instructions and follow the below program rules of participation.
- E. Upon notification that the requested advertisement has been approved, the Applicant shall promptly provide the information required in this document to the Tourism Office. All assets are to be uploaded directly into the Tourism Office co-op portal.
- F. If materials are late or applicants fail to submit required materials, applicants are at risk of not being included in the co-op and will be charged the full price for their requested placements.
- G. The Tourism Office reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's efforts to promote tourism.
- H. The Tourism Office reserves the right to determine the acceptability of advertising to ensure that it does not portray the State of West Virginia, or foreseeably lead to the portrayal of the State of West Virginia in a derogatory or negative manner.
- I. The Tourism Office reserves the right to exclude participants whose product does not comport with or further the goals, objects and target markets of the Cooperative Advertising Program.
- J. The information provided by the Applicant pursuant to this section of the Agreement is the only direction considered to be given by the Applicant to the Tourism Office for placement of advertising under this Agreement and that information is made part of this Agreement.
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- C. Throughout the duration of co-op ad buys, partner(s) must use the Tourism Office's hashtag (#AlmostHeaven) in all social promotion activities to promote a unified brand message for the State of West Virginia.
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- E. Partners will be asked to provide information on deals, packages, itineraries, events and attractions to the Tourism Office for web, social media and public relations use. In addition, partners may be asked to provide giveaways for relevant promotions.
- F. The Tourism Office will track and report all web activity for dedicated partner pages or group partnership pages on the Tourism Office's website. These analytics will be provided to participating partners monthly.

- G. Partners can receive the creative from the cooperative advertising campaign for future use in marketing efforts upon pre-approval from the Tourism Office; however, creative cannot be later altered in any way.
- H. The Tourism Office has an exclusive license to use the words, music and recording of Country Roads. The Tourism Office must give its written permission for any use of the same.

## V. RATES AND PAYMENTS

- A. The Applicant will make payment via a check to the West Virginia Tourism Office: Building 3, Suite 100, State Capitol Complex, 1900 Kanawha Boulevard, East, Charleston, WV 25305. Please mail Attn: West Virginia Tourism Office Co-Op Program.
- B. Multi-partner Groups: All members of a multi-partner group will be billed separately for their share of the total of the advertising purchased by the group. Partners will be billed for the percentage of the partner share indicated on the application in Section VII. Applicant Information, below.
- C. The Applicant will pay at the rate and in the amount charged by the applicable media to the Cooperative Advertising Program for the placement requested by the Applicant at the conclusion of the advertising placement.
- D. The Tourism Office will charge Applicant for applicable sales tax. Applicant will be responsible for payment of all other sales and use tax.
- E. Payment for participants whose existing accounts are not more than 30 days past due is due on the last Friday of each month.
- F. A participant whose account is more than 45 days past due may not place advertising under the program until its entire balance is paid. When the balance of such a current participant is paid in full, it may request advertising under the program.
- G. The Tourism Office reserves the right to undertake appropriate collection actions for any unpaid balance.
- H. The Tourism Office reserves the right to change payment terms in the event of delinquencies in Applicant's payments, or when there has been impairment of Applicant's credit in the Tourism Office's reasonable opinion, that might affect future payments hereunder.

## VI. GOVERNING LAW

This Agreement contains the entire understanding between the parties with respect to the subject matter hereof and may not be altered or waived except by a writing signed by both parties. This Agreement shall be governed by the Laws of the State of West Virginia.

## VII. HOLD HARMLESS

Applicant represents and warrants that any intellectual property provided by Applicant for use hereunder does not infringe any trademark, copyright, patent or other proprietary right of any third party and to Applicant's knowledge, no action, suit or claim has been initiated or threatened against Applicant with respect to the use of such intellectual property provided by Applicant.

Applicant will indemnify and hold the Tourism Office harmless with respect to any claims or actions instituted by third parties which result from (a) the use of materials furnished to us by Applicant, (b) a change made by Applicant to material created by us; (c) any claims for damages, indemnification or contribution arising from the use of Applicant's products or services. Information or data obtained from Applicant to substantiate claims made in advertising shall be deemed to be "materials furnished by Applicant".

In the event of any proceedings against Applicant by any regulatory agency or in the event of any court action or self-regulatory action challenging and advertising of Applicant, Applicant will reimburse us any out-of-pocket costs we may incur in connection with any such action or proceeding.

We will use our reasonable best efforts to guard against any loss to Applicant caused by the failure of media, suppliers, or others to perform in accordance with their commitments, but we will not be responsible for any such loss or failure on their part, or any destruction or unauthorized use by others of Applicant's property.

The Applicant agrees to indemnify and hold harmless the Tourism Office, and its respective agents, officers and employees with regard to any claim made as a result of any advertising placed by the Applicant under this Agreement, and further agrees to defend, at its sole expense, any action or proceeding commenced for the purpose of asserting a claim related to advertising placed under this Agreement.

## VIII. APPLICANT INFORMATION

The Applicant agrees that the information contained in this section of the Agreement related to the Applicant was accurate when originally provided. The Applicant acknowledges that there is an ongoing duty to supplement this information. Therefore, the Applicant must also supplement this information if, at the time that an advertising request is made, there are material changes.

### Applicant

All program applicants should complete this section. All members of multi-partner groups should complete this application individually.

COMPANY NAME	GREENBILTZ	CONTACT NAME	STEPHANIE LYNN
COMPANY ADDRESS	101 MAIN ST. WEST	CONTACT TITLE	VP MARKETING
	WHITE SULPHUR SPRING	PHONE	304.536.7896
	WV 24986	EMAIL	STEPHANIE_LYNN@GREENBILTZ.CO
COMPANY PHONE	304.536.1110	WEBSITE	GREENBILTZ.COM

### Creative Agency

If applicant or group will work with a creative services agency, i.e. an advertising agency of record, please provide contact information here. If applicant will not work with a creative agency for this program, skip this section.

AGENCY NAME		CONTACT NAME	
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### Multi-Partner Groups

If you are a member of a multi-partner group, please list all group members and a contact for each below. Please also indicate what share of the partner costs each participant will contribute.

COMPANY	CONTACT	SHARE OF COSTS
		100%



## IX. APPLICANT CHECKLIST

Applicant is registered with the Secretary of State at [sos.wv.gov](http://sos.wv.gov). (Please note, municipalities, county commissions, and sole proprietorships are the only organizations not required to register.) If not, please explain:

YES

The applicant and all of the partners are now in compliance with all state, federal and local laws, including but not limited to, Hotel/Motel tax and payments to Workers' Compensation and Unemployment Compensation.

Is the applicant or any partner now involved in a bankruptcy proceeding? If so, who may be contacted for details of the bankruptcy proceeding:

NO

Are there any members of the applicant organization who serve as also board members for any of the partners or vice versa? If so, detail the connection between the applicant organization and all partners:

NO

An irrevocable promise of the applicant and partners to pay the approved expenses.

A promise by the applicant not to assign or transfer any of the rights, duties or obligations of the applicant without the written consent of the Tourism Office.

The information provided within the application is true and correct, and the applicant has read and understands this agreement.

The Tourism Office reserves the right to reject any application on the basis of the amount of funding sought and the right to deny or to defer consideration of any incomplete application.

Upon discovery of any violation of the terms of the agreement, these rules, or state or federal law by the applicant or by any partner to the application, the state may terminate any project agreement and/or reject any future applications from such applicant or any partner to the application.

Please indicate your acceptance of the terms and conditions of this agreement by signing below and returning it to the Tourism Office.

AGREED AND ACCEPTED FOR THE APPLICANT:

AGREED AND ACCEPTED FOR THE TOURISM OFFICE:

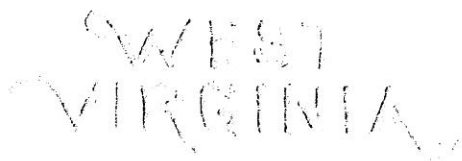
Stephanie Lynch 3-22-19  
AUTHORIZED SIGNATURE DATE

Kara N. Moore 3/4/19  
AUTHORIZED SIGNATURE DATE

STEPHANIE LYNCH  
PRINTED NAME & TITLE

Kara N. Moore, Deputy Commissioner  
PRINTED NAME & TITLE

VICE PRESIDENT MALLERUS



## West Virginia Tourism Office COOPERATIVE ADVERTISING PROGRAM

### ABOUT THE PROGRAM

The West Virginia Tourism Office cooperative advertising program is designed to improve the fragmented messaging found within the tourism industry by offering partners the opportunity to leverage state resources and brand identity to advertise their individual destinations, attractions and events.

### PROGRAM GOALS

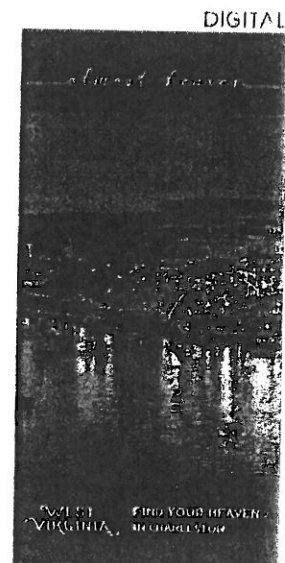
- Increase awareness of the West Virginia brand, products and partners.
- Create a positive shift in travelers' attitudes and perceptions.
- Provide measurable advertising outcomes for every dollar spent.
- Leverage state resources and partner budgets to maximize industry's overall economic impact.

### CHANGES TO PROGRAM

We listened to partner feedback from the first year of the program, and we're excited to announce some new changes.

- **Partner CTAs:** We're adjusting the call-to-action guidelines for the program. Digital ads may link directly to partner websites, provided the websites align with the Tourism Office's rubric of best practices. All other mediums will continue to use WVtourism.com.
- **Better Website Placement:** A new "Featured Destinations" tab on the main navigation menu of WVtourism.com will provide a quicker and more intuitive path to participating partner listings for visitors who have been exposed to our advertising messages.
- **Updated Bonus Marketing Packages:** We looked at the results and revised the bonus marketing incentives to focus on quality rather than quantity. Tier 4 partners will have the option to place email lead-collection forms on their listings, in addition to tracking and retargeting pixels, and Tier 3 partners will now have the option to place pixels as well.
- **Streamlined Menu & Recommendations:** We're refining the list of opportunities to balance placements that have proven popular in the first year of the program with opportunities partners might not be able to secure on their own that align with the state media strategy. The Tourism Office will also offer recommendations on how to package opportunities to best accomplish individual marketing goals.
- **Media Plan Presentations:** The Tourism Office will invite all partners to a webinar previewing the upcoming season's overall media strategy and cooperative advertising opportunities in advance of each buying window. We'll also provide an easy-to-read menu of opportunities that will allow partners to evaluate before making their requests.

### EXAMPLES



# BONUS MARKETING PACKAGES

Buy-in tier (to be matched dollar for dollar)	Tier 1 \$1,500 +	Tier 2 \$10,000 +	Tier 3 \$25,000 +	Tier 4 \$50,000 +
<b>TOURISM WEBSITE PLACEMENT</b>				
Added to featured destinations tab <small>NEW!</small>	✓	✓	✓	✓
Featured on homepage				✓
Weighted listing placement to increase display frequency and rank throughout site	25 points	50 points	75 points	100 points
<b>SOCIAL MEDIA PROMOTION</b>				
Featured on Tourism Office social channels	✓	✓	✓	✓
Inclusion in a blog post with social promotion and direct link to partner website		✓	✓	✓
Instagram story			✓	✓
Facebook ad promotion with link to partner website				✓
<b>FEATURED LISTING</b>				
Listing upgrade with custom layout, link to blog posts or featured articles, updated content and additional photos	✓	✓	✓	✓
Crowdriff gallery of user-generated photos		✓	✓	✓
Ability to pixel listing for retargeting			✓	✓
Email lead-generation form on listing <small>NEW!</small>				✓
Featured video of 15-30 seconds				✓
<b>PARTNER SERVICES</b>				
Research & data tracking on campaigns	✓	✓	✓	✓
Search engine optimization (SEO)	✓	✓	✓	✓
Public relations & earned media efforts	✓	✓	✓	✓

## CONTACT

Alex Dudich

Cooperative Advertising Coordinator

(604) 957-9209

Alexandra.V.Dudich@wy.gov

*almost heaven*

# Spring/Summer Co-Op Packages

Tier 1 - \$250-\$4,999

FACEBOOK ADS ONLY

## S: Hampshire County CVB

### **Co-Op Placement**

1. Facebook post scheduled for week of July 16, 2018
  - Total cost: \$250
    - This ad ran for one week and reached a total of 224,160 people. Of those, 57% were women (128,686) and 42% were men (94,451). It had total impressions of 318,646. Of those, 56% were women (178,539) and 43% were men (138,376).

### **Bonus Marketing Assets (July 1-July 31)**

2. Featured placement in regional travel itinerary on Potomac Highlands regional page
3. 25 weighted listing points
4. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
    - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
5. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: July 2 <https://twitter.com/WVtourism/status/1013780582583717889>
    - 1 Reply, 17 Retweets, 39 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
6. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
7. Make sure listing page has SEO
8. Provide post-Facebook campaign reporting and bonus marketing tracking metrics

## **S: River House Lodge**

### **Co-Op Placement**

9. Facebook post scheduled for the week of July 2, 2018
  - Total cost: \$250
    - This ad reached 179,169 people. Of those, 50% were women (90,241) and 49% were men (88,161). It had a total impressions of 322,306. Of those, 50% were women (161,537) and 49% were men (158,730).

### **Bonus Marketing Assets (July 1-July 31)**

10. Featured placement in regional travel itinerary on Mountaineer Country regional page
11. 25 weighted listing points
12. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
    - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
13. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: July 6 <https://twitter.com/WVtourism/status/1015263351419465728>
    - 12 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
14. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
15. Make sure listing page has SEO
16. Provide post-Facebook campaign reporting and bonus marketing tracking metrics

## **S: New River Gorge CVB**

### **Co-Op Placement**

- Facebook post scheduled for week of August 20, 2018
  - Total cost: \$250
    - This ad ran for one week and reached a total of 81,903 people. Of those, 49% were women (40,064) and 50% were men (41,344). It had total impressions of 139,176 with 47% being women (65,208) and 52% being men (72,949).

### **Bonus Marketing Assets (August 1-August 31)**

17. Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page
18. 25 weighted listing points

19. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - Aug. 1 : Adventure through Almost Heaven at these 10 spots  
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
    - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
20. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: Aug. 1 <https://twitter.com/WVtourism/status/1024661528505532416>
    - 1 Reply, 14 Retweets, 26 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.
21. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
22. Make sure listing pages have SEO
23. Provide post-Facebook campaign reporting and bonus marketing tracking metrics

### **S: Greenbrier County CVB**

#### **Co-Op Placement**

24. Facebook post scheduled for week of May 21, 2018
  - Total cost: \$250
    - This ad, which ran for seven days, had 321,798 impressions. Of those, 56% were women (181,404) and 43% were men (138,856). It reached a total of 163,225 people. Of those, 56% were women (91,143) and 44% were men (71,601).

#### **Bonus Marketing Assets (May 1-May 31)**

25. Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page
26. 25 weighted listing points
27. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>



- Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 28. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: May 3 <https://twitter.com/WVtourism/status/992031269642031104>
    - 1 Reply, 8 Retweets, 28 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 29. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 30. Make sure listing pages have SEO
- 31. Provide post-Facebook campaign reporting and bonus marketing tracking metrics

## **S: Capon Springs & Farms**

### **Co-Op Placement**

- 32. Facebook post scheduled for week of July 23, 2018
  - Total cost: \$250
    - This ad reached a total of 162,498 people, with 55% being women (89,488) and 44% being men (72,115). It had total impressions of 267,045, with 54% women (145,106) and 45% men (120,237).

### **Bonus Marketing Assets (July 1-July 31)**

- 33. Featured placement in regional travel itinerary on Potomac Highlands regional page
- 34. 25 weighted listing points
- 35. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
    - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
- 36. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: July 3 <https://twitter.com/WVtourism/status/1014151274940502018>
    - 1 Reply, 5 Retweets, 34 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.



37. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
38. Make sure listing page has SEO
39. Provide post-Facebook campaign reporting and bonus marketing tracking metrics

Tier 1 - \$250-\$4,999

OTHER MEDIA BUYS

### **S: Guest House Lost River (Meghan)**

#### **Co-Op Placements**

40. Facebook post scheduled for week of March 26, 2018
  - Reached 204,115 people with 235,693 impressions. There were 303 link clicks, with 299 being unique link clicks. 52% were women (105,747) and 47% were men (96,866). It was placed primarily in the Facebook feed, with others being placed in messenger.
41. 1/3-page ad in West Virginia Living, March-June
  - Total cost: \$925

#### **Bonus Marketing Assets (March 1-July 31)**

42. Featured placement in regional travel itinerary on Potomac Highlands regional page
43. 25 weighted listing points
44. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
45. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: March 7, 2018 <https://twitter.com/GoToWV/status/971487904345227266>
    - 1 Reply, 6 Retweets, 14 Likes. In March 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 348,000 tweet impressions, with 4,876 profile visits. It also gained 296 new followers and had 768 new mentions during the period in which the tweet was viewed.
46. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
47. Make sure listing page has SEO
48. Provide campaign reporting and bonus marketing tracking metrics

### **S: Hardy County CVB (Meghan)**

#### **Co-Op Placements**

- 49. 1-page sponsored content in West Virginia Living, March-June
  - Total cost: \$1,000

#### **Bonus Marketing Assets (March 1-June 30)**

- 50. Featured placement in regional travel itinerary on Potomac Highlands regional page throughout duration of the campaign
- 51. 25 weighted listing points
- 52. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- 53. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: March 5, 2018 <https://twitter.com/GoToWV/status/970721353975263232>
    - 6 Retweets, 25 Likes. In March 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 348,000 tweet impressions, with 4,876 profile visits. It also gained 296 new followers and had 768 new mentions during the period in which the tweet was viewed.
- 54. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 55. Make sure listing page has SEO
- 56. Provide campaign reporting and bonus marketing tracking metrics

### **S: Heritage Farm (Jaden)**

#### **Co-Op Placements**

- 57. Facebook ad scheduled for week of April 23, 2018
  - This ad was optimized to receive event responses so that when people respond, they can continue to receive alerts from the event. It received 640 total event responses and reached 56,687 people. Of the 640 total event responses, 83% were women (533) and 16% were men (104). Of the total reach at 56,687, 74% was women (42,063) and 25% were men (14,256).
- 58. 1-page sponsored content in West Virginia Living, March-June
  - Total cost: \$1,250

#### **Bonus Marketing Assets (March 1-June 30)**

- 59. Featured placement in regional travel itinerary on Metro Valley regional page
- 60. 25 weighted listing points
- 61. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.

- May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia>
  - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 62. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: March 9, 2018 <https://twitter.com/WVtourism/status/972212931428433920>
    - 7 Retweets, 21 likes. In March 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 348,000 tweet impressions, with 4,876 profile visits. It also gained 296 new followers and had 768 new mentions during the period in which the tweet was viewed.
- 63. Free upgrades to their [listing page](#), including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 64. Make sure listing page has SEO
- 65. Provide campaign reporting and bonus marketing tracking metrics

## **S: Potomac Eagle (Meghan)**

### **Co-Op Placements**

- 66. Facebook ad scheduled for week of April 9, 2018
  - This post reached 289,466 people, with 291,843 impressions. It received 349 link clicks. Approximately 47% (135,031) of the reach was women, and 52% (149,821) of the reach was women. For impressions, about 46% (135,031) was women, and 52% (152,698) was men.
- 67. 2-page sponsored content in West Virginia Living, March-June
  - Total cost: \$1,750

### **Bonus Marketing Assets (March 1-June 30)**

- 68. Featured placement in regional travel itinerary on [Potomac Highlands regional page](#) throughout duration of the campaign
- 69. 25 weighted listing points
- 70. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 71. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: March 8, 2018 <https://twitter.com/GoToWV/status/971813802646831106>

- 11 Retweets, 23 Likes. In March 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 348,000 tweet impressions, with 4,876 profile visits. It also gained 296 new followers and had 768 new mentions during the period in which the tweet was viewed.
- 72. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 73. Make sure listing page has SEO
- 74. Provide campaign reporting and bonus marketing tracking metrics

### **S: Top of WV (Alex)**

#### **Co-Op Placements**

- 75. Full-page ad in West Virginia Living, March-June
- 76. 2-page spread in West Virginia Living Magazine, July-September
  - Total cost: \$2,900

#### **Bonus Marketing Assets (March 1-September 30)**

- 77. Featured placement in regional travel itinerary on Northern Panhandle regional page
- 78. 25 weighted listing points
- 79. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- 80. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: March 6, 2018 <https://twitter.com/GoToWV/status/971083994753269765>
    - 16 Likes. In March 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 348,000 tweet impressions, with 4,876 profile visits. It also gained 296 new followers and had 768 new mentions during the period in which the tweet was viewed.
- 81. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 82. Make sure listing page has SEO
- 83. Provide campaign reporting and bonus marketing tracking metrics

### **S: Lewis County CVB (Allie)**

#### **Co-Op Placements**

- 84. Facebook post scheduled for week of August 13, 2018
  - This ad ran for seven days and reached a total of 174,304 people. Of those, 66% or 115,456 were women, and 33% or 58,112 were men. Impressions totaled 256,684, with 63% being women (162,429) and 36% being men (92,602).

85. West Virginia Press Association ad placement, April-September
- Total cost: \$850

**Bonus Marketing Assets (April 1-September 30)**

86. Featured placement in regional travel itinerary on Mountain Lakes regional page
87. 25 weighted listing points
88. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
- May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
89. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
- Tweet: April 18 <https://twitter.com/WVtourism/status/986615081915109376>
    - 1 Reply, 4 Retweets, 26 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
90. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
91. Make sure listing page has SEO
92. Provide campaign reporting and bonus marketing tracking metrics

**S: Upshur County CVB (Alex)**

**Co-Op Placements**

93. Digital placement with Madden Media, April-July
94. 1-page sponsored content in West Virginia Living, July-September
- Total cost: \$3,500

**Bonus Marketing Assets (April 1-September 30)**

95. Featured placement in regional travel itinerary on Potomac Highlands regional page throughout duration of the campaign
96. 25 weighted listing points
97. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
- July 1: Stop by these amazing must-see areas for true West Virginia experiences  
<https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
    - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.

98. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: April 1 <https://twitter.com/WVtourism/status/980460276159074308>
    - 3 Retweets, 21 likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
99. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
100. Make sure listing page has SEO
101. Provide campaign reporting and bonus marketing tracking metrics

### **S: Putnam County CVB (Jaden)**

#### **Co-Op Placement**

102. Paid Search/SEM placement with Madden Media, April-August
  - Total cost: \$1,200

#### **Bonus Marketing Assets (April 1-August 31)**

103. Featured placement in regional travel itinerary on Metro Valley regional page
104. 25 weighted listing points
105. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
106. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: April 14 <https://twitter.com/WVtourism/status/985182643850391553>
    - 2 Retweets, 17 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
107. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
108. Make sure listing page has SEO
109. Provide campaign reporting and bonus marketing tracking metrics



## **S: Summersville CVB**

### **Co-Op Placements**

- 110. Facebook ad scheduled for week of June 11, 2018
  - This ad reached a total of 91,536 people. Of those, 72% were women (60,080) and 27% were men (25,056). It had total impressions of 204,207, with 72% or 146,644 being women and 28% or 56,445 being men.
- 111. ½ page ad in Blue Ridge Outdoors, May
  - Total cost: \$1,125

### **Bonus Marketing Assets (May 1-June 30)**

- 112. Featured placement in regional travel itinerary on Mountain Lakes regional page
- 113. 25 weighted listing points
- 114. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- 115. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: May 4 <https://twitter.com/WVtourism/status/992394915974991872>
    - 1 Reply, 18 Retweets, 48 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 116. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
- 117. Make sure listing page has SEO
- 118. Provide campaign reporting and bonus marketing tracking metrics

## **MP: Mercer County CVB/Camp Creek State Park (Jaden)**

### **Co-Op Placements**

- 119. Paid/search with Madden Media, April-August
- 120. ½ page ad in Blue Ridge Outdoor Magazine, June
  - Total cost: \$2,500

### **Bonus Marketing Assets (April 1-August 31)**

- 121. Custom landing page set up and featured on New River/Greenbrier Valley regional page
  - <https://wvtourism.com/come-experience-pure-outdoor-adventure/>
- 122. Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page



123. Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
124. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
  - Tweet: April 26 <https://twitter.com/WVtourism/status/989558224193052672>
    - 5 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
125. Make sure landing page has SEO
126. Provide campaign reporting and bonus marketing tracking metrics

### **MP: Summersville CVB/Carnifex Ferry State Park (Allie)**

#### **Co-Op Placements**

127. Washington Post cross-platform rotation, April-October
128. 2x2 column with West Virginia Press Association, April-September
  - Total cost: \$3,500

#### **Bonus Marketing Assets (April 1-October 31)**

129. Custom landing page set up and featured on Mountain Lakes regional page
130. Featured placement in regional travel itinerary on Mountain Lakes regional page
131. Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
132. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
  - Tweet: May 9 <https://twitter.com/WVtourism/status/994276061683879945>
    - 9 Retweets, 33 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
133. Make sure landing page has SEO

134. Provide campaign reporting and bonus marketing tracking metrics

### **MP: Morgantown CVB/Coopers Rock State Forest (Alex)**

#### **Co-Op Placements**

135. ¼ page ad in Blueridge Outdoors, June  
136. Paid search with Madden Media, April-August  
137. 2x2 column with West Virginia Press Association, April-September
- Total cost: \$2,625

#### **Bonus Marketing Assets (April 1-September 30)**

138. Custom landing page set up and featured on Mountaineer Country regional page  
139. Featured placement in regional travel itinerary on Mountaineer Country regional page  
140. Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
- May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
141. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
- Tweet: April 25 <https://twitter.com/WVtourism/status/989194578841366529>
    - 7 Retweets, 31 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
142. Make sure landing page has SEO  
143. Provide campaign reporting and bonus marketing tracking metrics

### **S: Mountaineer Casino**

#### **Requested Co-Op Placement (Pending)**

144. 6-week out-of-state radio flight (Pittsburgh)
- Total requested: \$3,900

#### **Bonus Marketing Assets (May 1 – June 30)**

145. Featured placement in regional travel itinerary on Northern Panhandle regional page  
146. 25 weighted listing points  
147. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
- May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with

- 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
148. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
    - Tweet: May 21 <https://twitter.com/WVtourism/status/998591749219082241>
      - 2 Retweets, 1 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  149. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
  150. Make sure listing page has SEO
  151. Provide campaign reporting and bonus marketing tracking metrics

### **S: Marion County CVB (Alex)**

#### **Co-Op Placements**

152. Facebook post scheduled for the week of July 30, 2018
  - This post reached 52,358 people. Of those, 55% were women (28,926) and 44% were men (23,054). It had total impressions of 113,940. Of those, 56% were women (63,326) and 44% were men (49,961).
153. Amplified storytelling with Madden Media, April-June
154. ½ page in the Washington Post, April
  - Total cost: \$3,916

#### **Bonus Marketing Assets (April 1-July 31)**

155. Featured placement in regional travel itinerary on Mountaineer Country regional page
156. 25 weighted listing points
157. Featured in a blog post to be shared on social media. The blog post must include direct links to partner website.
  - July 1: Stop by these amazing must-see areas for true West Virginia experiences <https://wvtourism.com/stop-by-these-amazing-must-see-areas-for-true-west-virginia-experiences/>
    - Tweet: 2 Replies, 16 Retweets, 40 Likes. In July 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 476,000 tweet impressions, with 4,666 profile visits. It also gained 243 new followers and had 289 new mentions during the period in which the tweet was viewed.
158. Featured in either one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and provides a link to the partner website
  - Tweet: April 20 <https://twitter.com/WVtourism/status/987405791270322176>
    - 1 Reply, 17 Retweets, 39 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet

- impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- 159. Free upgrades to their listing page, including a new layout with two photos, link to the featured blog post, opportunities for deals and updated content written in collaboration with the partner
  - 160. Make sure listing page has SEO
  - 161. Provide campaign reporting and bonus marketing tracking metrics

### **MP: Greater Bridgeport CVB/Bridgeport Conference Center**

#### **Co-Op Placements**

- 162. Full page ad in West Virginia Executive Spring 2018 issue, May
- 163. Full page ad in West Virginia Executive Summer 2018 issue, August
  - Total cost: \$3,000

#### **Bonus Marketing Assets (May 1-August 31)**

- 164. Custom landing page set up and featured on Mountaineer Country regional page
- 165. Featured placement in regional travel itinerary on Mountaineer Country regional page
- 166. Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 167. Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
  - Tweet: May 30 <https://twitter.com/WVtourism/status/1001885200413052929>
    - 3 Retweets, 8 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- 168. Make sure landing page has SEO
- 169. Provide campaign reporting and bonus marketing tracking metrics

### **MP: Marion County CVB/Valley Falls State Park/Prickett's Fort (Alex)**

#### **Co-Op Placements**

- Paid search with Madden Media, April-August
  - Total cost: \$3,600

#### **Bonus Marketing Assets (April 1-August 31)**

- Custom landing page to be set up and featured on Mountaineer Country regional page
  - <https://wvtourism.com/explore-one-kind-adventures-marion-county/>

- Featured placement in regional travel itinerary on Mountaineer Country regional page
- Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
  - Tweet: May 7 <https://twitter.com/WVtourism/status/993549775231270912>
    - 6 Retweets, 9 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

MP: Upshur County CVB/Lewis County CVB/Randolph County CVB

#### **Co-Op Placements**

- Madden Media Retargeting, Bronze
  - Total: \$2,500

#### **Bonus Marketing Assets (May 1 – July 30)**

- Custom landing page to be set up and featured on Mountain Lakes regional page and Potomac Highlands regional page
- Featured placement in regional travel itinerary on Mountain Lakes regional page and Potomac Highlands regional page
- Featured in a blog post to be shared on social media. The blog post must include direct links to partner websites.
  - May 17: 33 Things to Do on Route 33 <https://wvtourism.com/33-things-to-do-on-route-33/>
    - Tweet: 18 Retweets, 40 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in either one Facebook post, one Twitter post or one Instagram post on Tourism Office accounts that showcase the partner and link to multi-partner landing page
  - Tweet: May 25 <https://twitter.com/WVtourism/status/1000086348093632512>
    - 11 Retweets, 29 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with

4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.

- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

Tier 2 - \$5,000-\$14,999

**MP: Top of WV CVB/ Hancock/Tomlinson Run State Park (Alex)**

**Co-Op Placements**

- Paid search with Madden Media, April-August
  - Total cost: \$5,000

**Bonus Marketing Assets (April 1-August 31)**

- Custom landing page to be set up and featured on Northern Panhandle regional page
- Featured placement in regional travel itinerary on Northern Panhandle regional page
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - April 1: What's a "panhandle"? Explore West Virginia's most northern and eastern arms <https://gotowv.com/whats-panhandle-explore-west-virginias-northern-eastern-arms>
    - Tweet: 9 RTs, 22 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide link to landing page.
  - Tweet: April 27 <https://twitter.com/WVtourism/status/989924640070959105>
    - 4 Retweets, 12 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - Tweet: May 6 <https://twitter.com/WVtourism/status/993186632252538881>
    - 10 Retweets, 39 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

**S: Visit Wheeling CVB (Alex)**

**Co-Op Placements**

- Paid search with Madden Media, April-August
  - Total cost: \$5,000



### **Bonus Market Assets (April 1-August 31)**

- Featured placement in regional travel itinerary on Northern Panhandle regional page
- 50 weighted listing points
- Free upgrades to their listing page, including a new layout with five photos, link to the featured blog posts, opportunities for deals and updated content written in collaboration with the partner
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - April 1: What's a "panhandle"? Explore West Virginia's most northern and eastern arms <https://gotowv.com/whats-panhandle-explore-west-virginias-northern-eastern-arms>
    - Tweet: 9 RTs, 22 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
  - Tweet: April 2 <https://twitter.com/WVtourism/status/980853370700402688>
    - 1 Retweet, 13 likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - Tweet: April 13 <https://twitter.com/WVtourism/status/984858003458416641>
    - 2 Retweets, 4 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

### **S: Mountain State Arts and Crafts Fair (Jaden)**

#### **Co-Op Placements**

- Paid search with Madden Media, April-August
- Digital billboard, in-state, Parkersburg, May-June
- Digital billboard, in-state, Charleston-Huntington, May-June
  - Total cost: \$6,895

### **Bonus Marketing Assets (April 1-August 31)**

- Featured placement in regional travel itinerary on Metro Valley regional page
- 50 weighted events points

- Free upgrades to their events page, including a new layout with five photos, link to the featured blog posts, opportunities for deals and updated content written in collaboration with the partner
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
  - Tweet: April 3, 2018 <https://twitter.com/WVtourism/status/981220787410513920>
    - 3 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - Tweet: April 7, 2018 <https://twitter.com/WVtourism/status/982708339112103936>
    - 3 Retweets, 8 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Make sure event page has SEO

### **MP: Hardy County CVB / Grant County CVB (Alex)**

#### **Co-Op Placements**

- Washington Post cross-platform rotational media, April-October (spring/summer)
- ½ page ad in Washington Post, September (fall)
  - Total cost: \$4,750 (Note: Winter placements were \$2,250, bumping them into this tier)

#### **Bonus Marketing Assets (April 1-October 31)**

- Custom landing page to be set up and featured on [Potomac Highlands regional page](#)
- Featured placement in regional travel itinerary on [Potomac Highlands regional page](#)
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.

- April 1: What's a "panhandle"? Explore West Virginia's most northern and eastern arms  
<https://gotowv.com/whats-panhandle-explore-west-virginias-northern-eastern-arms>
  - Tweet: 9 RTs, 22 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
  - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide link to landing page.
  - Tweet: May 8 <https://twitter.com/WVtourism/status/993915939002384385>
    - 12 Retweets, 44 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  - Tweet: June 3 <https://twitter.com/WVtourism/status/1003339281396576256>
    - 5 Retweets, 33 Likes. In June 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 732,000 tweet impressions, with 8,113 profile visits. It also gained 354 new followers and had 465 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

### **S: Durbin & Greenbrier Valley Railroad (Alex)**

#### **Co-Op Placements**

- Facebook post scheduled for week of April 16, 2018
  - This ad was optimized to send people to the website and reached 55,774 people and received 2,148 link clicks to the website. Approximately 60% or 1,286 of the link clicks were women, and 40% or 856 of the link clicks were men. For reach, 58% or 32,127 of the people were women, and 42% or 23,343 of the people were men.
- ¼ page ad in Blue Ridge Outdoor, April
- 1/2-page ad in Washington Post, April
- Trip Advisor display banners, April
- Washington Post cross platform rotational media, April-October
  - Total cost: \$11,336

#### **Bonus Marketing Assets (April 1-October 31)**

- Featured placement in regional travel itinerary on [Potomac Highlands regional page](#)
- 50 weighted listing points

- Free upgrades to their listing page, including a new layout with five photos, link to the featured blog posts, opportunities for deals and updated content written in collaboration with the partner
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia <https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Featured in two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide links to partner website
  - Tweet: April 10 <https://twitter.com/WVtourism/status/983767317254373377>
    - 6 RTs, 10 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - Tweet: April 29 <https://twitter.com/WVtourism/status/990654447226208256>
    - 2 Replies, 8 Retweets, 16 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Make sure listing has SEO
- Provide campaign reporting and bonus marketing tracking metrics

### **MP: Upshur County CVB/Audra State Park /WV Wildlife Center (Alex)**

#### **Co-Op Placements**

- Full page ad in Blue Ridge Outdoors, June
- 2-page spread in Blue Ridge Outdoors, July
- Paid search with Madden Media, April-August
  - Total cost: \$9,950

#### **Bonus Marketing Assets (April 1-August 31)**

- Custom landing page to be set up and featured on Potomac Highlands regional page
  - <https://wvtourism.com/upshur-county-cvb-audra-state-park/>
- Featured placement in regional travel itinerary on Potomac Highlands regional page

- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - May 1: These 27 places know EVERYTHING about West Virginia  
<https://wvtourism.com/27-places-know-everything-west-virginia/>
    - Tweet: 1 Retweet, 10 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  - April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
    - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and link to landing page.
  - Tweet: May 12 <https://twitter.com/WVtourism/status/995309369683259393>
    - 6 Retweets, 22 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
  - Tweet: May 26 <https://twitter.com/WVtourism/status/1000354363095871489>
    - 18 Retweets, 48 Likes. In May 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 379,000 tweet impressions, with 4,147 profile visits. It also gained 254 new followers and had 187 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

## **MP: Monroe County CVB/Moncove Lake State Park (Jaden)**

### **Co-Op Placements**

- Trip advisor display banners, April
  - Total cost: \$10,000

### **Bonus Marketing Assets (April 1-31)**

- Custom landing page to be set up and featured on New River/Greenbrier Valley regional page
  - <https://wvtourism.com/true-scenic-beauty-monroe-county/>
- Featured placement in regional travel itinerary on New River/Greenbrier Valley regional page
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - April 7: You'll never believe what West Virginia's state fossil is!  
<https://wvtourism.com/youll-never-believe-west-virginias-state-fossil/>
    - Tweet: 5 RTs, 13 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with

- 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- April 15: These # events are West Virginia must-sees <https://wvtourism.com/20-events-west-virginia-must-sees/>
  - Tweet: 15 RTs, 36 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Featured in two Facebook posts, two Twitter posts or two Instagram posts on Tourism Office accounts that showcase the partner and provide link to landing page.
  - Tweet: April 23 <https://twitter.com/WVtourism/status/988468040286126081>
    - 7 Retweets, 17 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
  - Tweet: April 24 <https://twitter.com/WVtourism/status/988831435032285189>
    - 4 Retweets, 18 Likes. In April 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 516,000 tweet impressions, with 6,807 profile visits. It also gained 278 new followers and had 244 new mentions during the period in which the tweet was viewed.
- Make sure landing page has SEO
- Provide campaign reporting and bonus marketing tracking metrics

## **S: Greater Parkersburg CVB (Allie)**

### **Co-Op Placements**

- 2x4 column with West Virginia Press Association, April-September
- 6-week out-of-state radio, Columbus, timing TBD
- 6-week out-of-state radio, Pittsburgh, timing TBD
  - Total requested: \$9,800

### **Bonus Marketing Assets (April 1-September 31)**

- Featured placement in regional travel itinerary on [Mid-Ohio Valley regional page](#)
- 50 weighted listing points
- Free upgrades to their [listing page](#), including a new layout with five photos, link to the featured blog posts, opportunities for deals and updated content written in collaboration with the partner
- Featured in two blog posts to be shared on social media. Blog posts will be written in collaboration with the partner(s) and will include direct links to partner websites.
  - Aug. 1: Adventure through Almost Heaven at these 10 spots  
<https://wvtourism.com/adventure-through-almost-heaven-at-these-6-spots/>
    - Tweet: 8 Retweets, 12 Likes. In August 2018 during the time this tweet was posted, the West Virginia Tourism Twitter account had 377,000 tweet impressions, with 3,398 profile visits. It also gained 145 new followers and had 294 new mentions during the period in which the tweet was viewed.